

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.83

LIBRARY  
RECEIVED

IT PAYS TO PLANT

MAR 30 1950

U.S. Department of Agriculture

# Sunshine Cotton

The Variety for More

# PROFIT



## Sunshine Cottonseed Company

State Registered and Certified

**Cottonseed**  
**Rowden Strain**

McKinney, Texas

# NEW IMPROVED SUNSHINE COTTON

Sunshine Cotton has an unusual drouth resisting quality, produces uniformly good results year after year. It is a cotton that is noted for its early maturity and heavy field yield, two qualities in which the average cotton grower is interested. The difficulty is that acreage is only one factor in the determination of cotton production. The weather, the boll weevil, the use of fertilizer as to quality and quantity, the selection of the land for planting, the diligence of the cultivator, the quality of the seed, and many other factors enter in the equation.

After all it is the field yield that counts and year after year, under the most adverse weather conditions, both dry and wet years, SUNSHINE COTTON has made a better than good record; it will make the farmer "*more dollars per acre.*"

One of the outstanding results of the last few years of careful breeding is the fact that Sunshine Cotton is storm-proof, yet it is an easily picked cotton. Stalks have 8 to 10 fruiting branches, big five-lock, thin-rind bolls and sparse foliage, an advantage with cotton pests, because if you poison or dust, and you make money if you do, the sparse foliage allows the ingredient you put in your duster to get to the source of trouble with little or no interference. We recommend that you take preventative steps, watch for the first signs of weevils and other cotton pests, and be prepared to act promptly to control them according to the methods recommended by the Extension Service and the Experiment Stations. Why pay for certified planting seed to have your crop destroyed or even shortened by the effects of insects?

Sunshine Cotton is a cotton that has been tested and proven, a cotton running even in staple length, averaging  $31\frac{1}{2}$ , with a turnout average of 34 to 38%.

We stress the point that Sunshine Cotton is noted for its *heavy field yield*. While climatic conditions and type of soils have a great deal to do with the average field production, given a chance over a period of years, Sunshine Cotton will make the farmer "*more dollars per acre.*"

We have an authorized agent in your community, or a Gin Company that handles our State Certified Sunshine Cottonseed. Now is the time to give planting seed some thought, and we ask that you think SUNSHINE COTTONSEED for the coming planting season.

# ROWDEN STRAIN

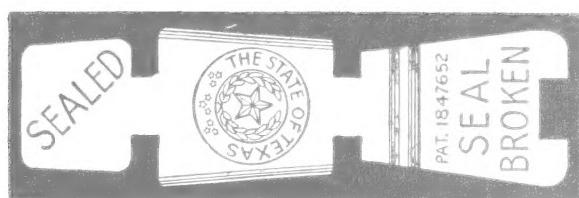


State Certified Sunshine Cottonseed is of a Rowden strain, improved by years of scientific breeding. Our breeder has had years of experience in this line of work.

The fields of Sunshine Cotton are carefully rogued at growing time, all cotton is ginned on an exclusive gin. Our fields have been inspected and have met with the requirements of the State Department of Agriculture. Also, our ginning and warehouse facilities are approved and we leave nothing undone to safeguard the purity of the seed.

All seed shipped are cleaned and culled on a new type cleaner culler, ceresan treated and are sacked in branded bags, 3-bushel bags, actual weight, each bag is sealed with the seal approved by the State Department of Agriculture, with the State Certified Blue Tag and a germination tag attached.

Supply yourself with enough State Certified Sunshine Cottonseed to plant 12 to 15 per cent of your acreage. Before you buy your next season's planting seed be sure you KNOW THE QUALITY OF THE SEED YOU ARE GETTING.



Look for official BLUE TAG — this tag appears on every bag of Sunshine Cottonseed, this seal assures you sack non-tampering until opened.

# YOU CANNOT AFFORD TO GAMBLE YOUR MONEY? TIME AND LAND . . .

In asking you to plant Sunshine Cotton, we have your best interests at heart, for we firmly believe that once you have tried it and compared results — in dollars and cents — you, like thousands of other farmers, will plant nothing but Sunshine. The demand is not for *more* cotton but for *better* cotton. You will make more money by growing Sunshine Cotton. Others are doing it every year, because Sunshine Cottonseed not only produces better cotton, but more cotton. Sunshine Cotton is bred to meet the demand for a harder, better spinning staple and high field yield.

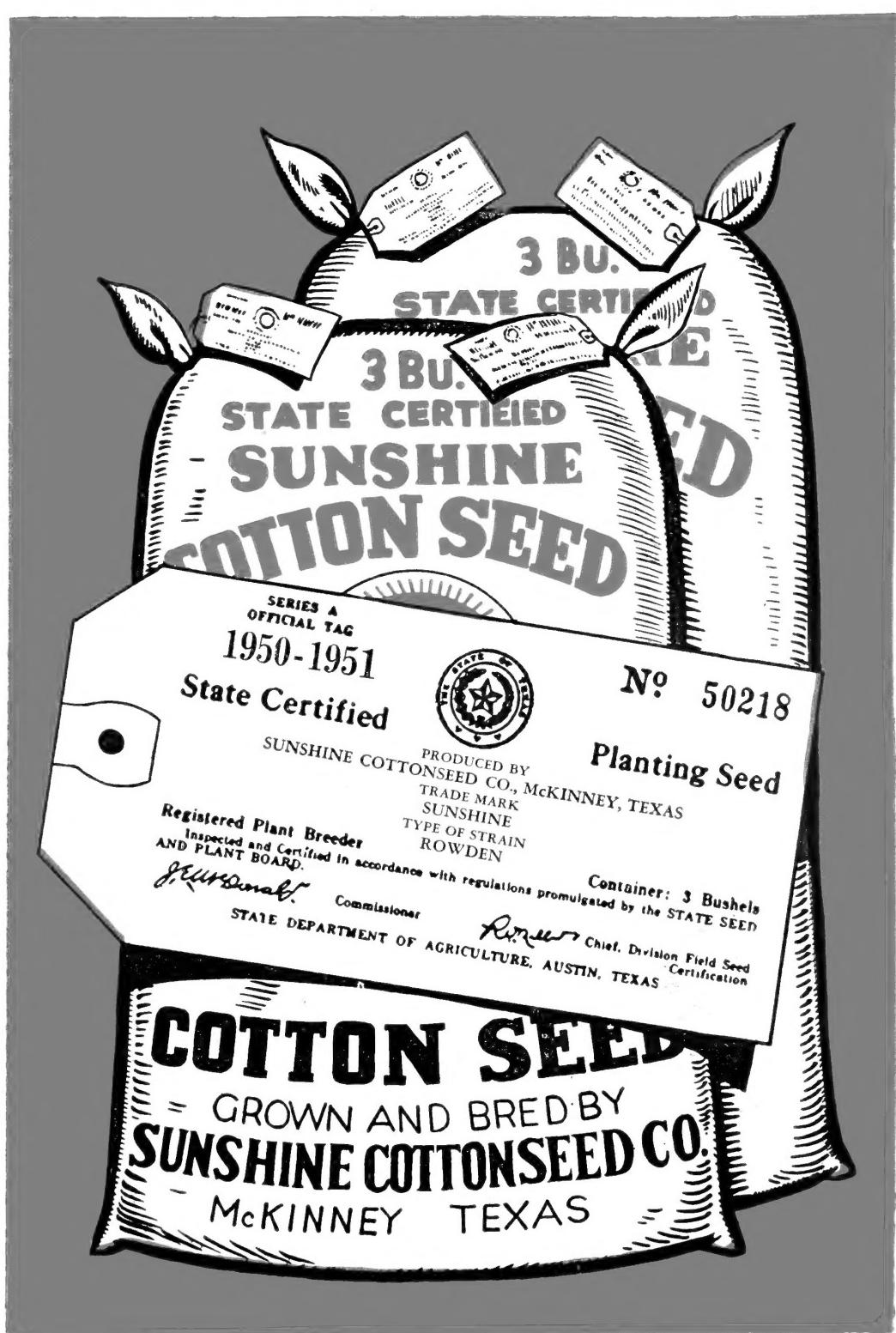
*Every Year More Planters  
Are Finding That Quality  
Cotton Pays . . .*

Sunshine Cotton is noted for its high field yield, for its harder, coarser fiber, early maturity, five lock thin rind bolls, drouth resisting qualities, produces uniformly good results year after year — that is the enviable record of State Certified Sunshine Cotton.

Nothing is left to chance. Every weakness has been eliminated from Sunshine Cotton. It represents years of painstaking effort in selecting and breeding.

# EVERY BAG IS CERTIFIED BY THE STATE OF TEXAS

A State Certification tag and a germination tag appears on every bag of Sunshine Cottonseed, which assures genuine, certified seed, direct from the originator and breeders.



Sooner or later, if they haven't already done so, some progressive ginner in your community is going to start the farmers growing a better variety of cotton.

He will win not only the friendship and good will of the farmers for his foresight, but he will share in the increased profits that are sure to follow.

You owe it to yourself and to your community to investigate Sunshine Cotton. Help us get the farmers in your community to try it out next season — let results prove whether or not it is the variety you are looking for.

## WHAT MAKES COTTON

### *Good . . .*

To the cotton farmer it usually means high yield and ease in picking—to the cotton buyer or broker quality means above average grade and staple length — to the spinner quality means a smooth running, uniform cotton that produces a strong yarn, these are the qualities which our breeder is ever watchful for. When Sunshine Cotton goes into a community, there are three levels which are helped materially, the cotton farmer — the buyer — and the spinner. Cotton is an absolute necessity in the American way of life and is one direct source of Food, Feed and Fibre.

Mail the enclosed envelope for prices—no postage required, just sign your name and drop it in the mail.

TODAY —